

48-Hour Web Launch Elite Service | Starting at \$4,900 *Clients who come prepared cut an average of 6 hours off their build time.*

Before your kickoff call, gather everything on this list. The more complete your answers, the faster we build. You don't need everything to be perfect. A rough logo and a few sentences about your business gets us moving. We fill the gaps. Print this, fill it in, and bring it to the call or send it to us at casey@cwdynamic.com the day before.

1 BRAND ASSETS have files ready to send

- Logo file
SVG or PNG with transparent background. Phone photo of a business card works too.
- Brand colors
Hex codes if you have them. Or just point us to an existing site or material.
- Fonts
Not required. We can identify them from your existing materials.
- Tagline or key marketing statement
One sentence. What do you do and for whom?
- 2-3 sites whose design you like
Any industry. Just grab the URLs.

3 DOMAIN & ACCESS we'll walk you through this on the call

- Domain registrar login
GoDaddy, Namecheap, Google Domains, etc. Know where your domain lives.
- Existing hosting login
Only if we are migrating content from a current site.
- Current site backend access
WordPress admin, Squarespace, Wix, etc. Needed only if pulling existing content.
- Email address for admin notifications
The address that gets form submissions and site alerts.

5 PAGE PRIORITY LIST rank 1-5, where 1 = must have at launch. Leave blank if not needed.

RANK	PAGE	RANK	PAGE	RANK	PAGE
<input type="checkbox"/>	Home	<input type="checkbox"/>	Services / What We Do	<input type="checkbox"/>	Testimonials / Reviews
<input type="checkbox"/>	About / Our Story	<input type="checkbox"/>	Portfolio / Work Samples	<input type="checkbox"/>	Blog / News
<input type="checkbox"/>	Contact / Book Now	<input type="checkbox"/>	Pricing / Packages	<input type="checkbox"/>	Other: _____

6 LAUNCH GOALS think about day one

- The #1 action you want visitors to take on launch day**
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- Contact or booking form needed
What fields? Name, phone, email, service type, preferred date, etc.
 - Online scheduling or booking
Calendly, Acuity, OpenTable, or similar. Bring your account login.
 - Email list or CRM to connect
Mailchimp, Klaviyo, HubSpot, Salesforce, etc.
 - Ecommerce or payments at launch
Products, services, or deposits to collect. Have your Stripe or PayPal login ready.
 - Analytics already set up
Google Analytics or Search Console account. We can create one if not.

2 BUSINESS INFO exactly as shown on site

Business name

Address or service area

Phone number

Business email (public)

Hours of operation

Social handles (Facebook, Instagram, LinkedIn)

4 PHOTOS & MEDIA phone photos are fine

- Headshot or team photo
At least one. Good light, plain background preferred. Phone camera works.
- Product or service photos
Anything you have. We select the best. Don't worry about having too few.
- Video link
YouTube or Vimeo URL if you have existing video content.
- Location or facility photos
Storefront, office, or job site. Helps with local credibility.

7 CONTENT NOTES a few sentences is enough

What makes your business different from competitors?

Your top 2-4 services or products (with prices if public)

Any content from your current site worth keeping?

Hard launch deadline (if any)

What happens at the kickoff call?

We go through your priorities, confirm scope, answer questions, and agree on a fixed project price before any work begins. The call takes about 30 minutes. Most clients send this pack the day before so we can hit the ground running. Questions before the call? Email casey@cwdynamic.com

or call
(224) 487-8727